



CITY OF WILLIAMSBURG

Economic Development Office

FOR IMMEDIATE RELEASE

Taproot and Patriot Autos SIGN ON with the Williamsburg EDA

Williamsburg, Virginia – October 28, 2005 (City of Williamsburg Economic Development Office) – The Williamsburg Economic Development Authority (EDA) is partnering with existing businesses with its “Sign On” sign replacement grant program. Two businesses on Second Street, Taproot and Patriot Autos, have “signed on” with the EDA and installed new signs that conform with the City’s Sign Ordinance.

EDA Chair John Tarley encourages other businesses to “sign on” with the program. “The EDA sincerely appreciates the efforts of TapRoot and Patriot Autos to take advantage of our Sign Replacement program,” Tarley said. “These businesses have met the EDA’s challenge and have taken an active role in improving our local business community. On behalf of the EDA, we hope their actions will encourage others to make the same commitment.”

“I think the sign program is a terrific idea,” noted David Coppinger of Taproot. “The EDA gets a real ‘bang for the buck.’ In the overall scheme of things, the cost of underwriting the upgrade of a non-compliant sign is relatively cheap. The streetscape is improved, the business benefits from an improved image, and the public sees an immediate return on the funds which are invested. Seems like a win-win-win to me.” Rick Hines of Patriot Auto also applauded the program. “This is a worthwhile program that provides businesses with an incentive to replace non-conforming signs.”

In keeping with the City’s goal to encourage pride of place and protect commercial corridors, the EDA’s “Sign On” Program offers matching grants of up to \$2,000 to businesses that replace existing nonconforming signs with new signs that meet the City’s Sign Ordinance. While providing important advertising and identification for our businesses, signs in Williamsburg’s corridors also provide visitors and residents with an immediate image of the city’s economy and environment. With the “Sign On” Program, the EDA is working with businesses to enhance the aesthetics that make Williamsburg an attractive place to live, work, and visit.

Find details about the EDA’s “Sign On” Program at www.williamsburgva.gov or contact Economic Development Manager Michele Mixner DeWitt at mdewitt@williamsburgva.gov or (757)220-6120.

#

The City of Williamsburg, Virginia is home to 13,600 residents and is known internationally as the premier center for the preservation and interpretation of American colonial history. Williamsburg, governed by an elected City Council and administered by a City Manager, functions under its vision to *"...become an evermore safe, beautiful, livable city of historic and academic renown, served by a city government—cohesively led, financially strong, always improving—in full partnership with the people who live, work and visit here."*

Contact: Michele Mixner DeWitt, Economic Development Manager
(757)220-6120
mdewitt@williamsburgva.gov

Attachments: Two photos



Taproot Photo: Council Member and EDA Liaison Mickey Chohany, Economic Development Manager Michele Mixner DeWitt, David Coppinger of Taproot, and EDA Members Jesse Tarleton and Ed Richardson



Patriot Auto Photo: EDA Members Ed Richardson and Jesse Tarleton, Economic Development Manager Michele Mixner DeWitt, Rick Hines of Patriot Auto, and Council Member and EDA Liaison Mickey Chohany